



Contact:

prodmgmtmrktg@nixot.com

Global Product Management Discusses Why Being Relevant Isn't Enough

San Francisco, CA, USA <change date>22, March, 2011--<paragraph from speaker discussing background of talk>Voice of the Customer may be one of the most misunderstood concepts in the product management process. Unfortunately any survey or conversation with a customer these days is labeled as "Voice of the Customer" and just viewed as a "check box" item. There are different types of "Voice of the Customer" surveys and the misapplications of each type will pre-determine the results that are obtained.

Each week, ProdMgmtTalk features an expert guest speaker who raises questions to stimulate the twitter discussion.

<paragraph supplied by speaker: BACKGROUND>In addition to being General Manager of CSI Incorporated, Dr. Briones has been the project leader in the launch of commercialization of over 35 new products and is named as inventor of five different patents. He has over 20 years of experience working in Fortune 500 manufacturing companies in multiple roles ranging from research, manufacturing, business development, marketing and innovation management, including international assignments in Spain and Brazil. Dr. Briones has a Ph.D. in Chemical Engineering from Clemson University and is a graduate from the Business Administration Program from Wharton Business School.

<change speaker, date - NOTE: check time> Dr. Briones is "speaking" at the weekly event on Monday, **March 28**, 2011 at 4:00 PM Pacific Standard Time, which will be Tuesday, **March 29** at 9:00 AM Australian time.

<paragraph supplied by speaker: QUOTE>"We keep rediscovering that the root reason for established companies' failure to innovate is that managers don't have good tools to help them understand markets, build brands, find customers, select employees, organize teams, and develop strategy...There's a better way for management teams to grow their companies. But they will need the courage to challenge some of the paradigms of analysis and the willingness to develop alternative methodologies," commented Dr. Briones.

<Review to update monthly----->

Tweet traveled 7400 miles

The Global Product Management Talk was conceived by Cindy F. Solomon, a San Francisco Bay Area certified product manager who engages knowledge communities and embraced by Adrienne Tan, founder of brainmates, an Australian product management company, to bring international product managers together with experts in the field.

The Global Product Management Talk on twitter, since its inception in February 2011, has had a clear focus on addressing the needs of international hi-tech professionals in the product management and product marketing and related expert domains. It is the largest twitter chat with this focus in the world!

Weekly, Solomon and Tan curate the guest speakers, identify the Twitter talk focus and post questions to ponder, and invite participation via social media. The speaker is invited to join with Cindy and Adrienne on a Skype conference during the event to discuss twitter comments, although active participation is taking place digitally within the twitter stream. After the event, the transcript is made available and participants are encouraged to expand upon their statements and insights by blogging to continue the conversation.

About ProdMgmtTalk:

The Global Product Management Talk brings international product managers together with experts in the field weekly in a twitter chat format on Mondays, 4:00 - 5:00 PM PST Co-hosted by Cindy F. Solomon and Adrienne Tan, who interview a Product Management evangelist that leads the discussion about a particular topic. The Product Management expert tweets answers to pre-posted questions during the hour, while everyone chimes in on the tweet stream. After the event, the transcript is made available and participants are encouraged to expand upon their statements and insights by blogging to continue the conversation.

Between Events:

Website: #Nixot <http://www.nixot.com>

Email us: prodmgmtmrktg@nixot.com

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<information supplied by speaker: ABOUT>

About Dr. Jose A. Briones, Ph. D.

Jose A. Briones is the General Manager of CSI Incorporated, a manufacturer of rubber and industrial fabric assemblies. Dr. Briones is an innovative project leader who has launched over 35 new products and is an inventor of five different patents. His 20 years experience consists of working in Fortune 500 manufacturing companies in various capacities including research, manufacturing, business development, marketing and innovation management. Dr. Briones also holds managerial and board positions in several manufacturing companies, including SpyroTek Performance Solutions, Smarty Ears, LLC and Melenaus Corp. He holds a Ph.D. in Chemical Engineering from Clemson University and is a graduate from the Business Administration Program from Wharton Business School.

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About brainmates:

Founded by Adrienne Tan and Nick Coster in 2004, the two devised a mission to help companies understand their customers' needs and develop innovative products that their customers love. With over 20 years of Product Management experience, they lead a dedicated team of Product Managers who are committed to providing services to clients to do just that.

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About Cindy F. Solomon:

Cindy F. Solomon founded an automated broadcast advertising company in NYC before the age of 30 after selling microcomputers for Tandy Radio Shack and developing a newsletter about technology for Boardroom Reports. Cindy has held technology marketing management positions with Apple, Vadem, NetObjects and several start-ups. Cindy is a Certified Product Manager and Certified Product

Marketing Manager who provides soup to nuts product marketing strategy and social media implementation, and engages knowledge communities.

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